



LEATHERHEAD BUSINESS IMPROVEMENT DISTRICT (BID)

INVITATION TO QUOTE

Digital Marketing & Communication

1. About Leatherhead

Leatherhead is an attractive and well-connected market town in an affluent part of Surrey, benefiting from an exceptional location adjacent to the M25 and with strong rail links into London. It also sits as a gateway to the Surrey Hills National Landscape, offering a distinctive “town meets countryside” identity. Like many lower order town centres, Leatherhead faces many challenges including retail vacancy, footfall pressure and the loss of national chains; however, the town is at a key moment of change with major planned regeneration of the town centre (including the Swan Centre and Bull Hill). This is progressing through the planning process and is positioned to transform the heart of Leatherhead into a more vibrant place to shop, work, spend time and invest.

2. About Leatherhead BID

Leatherhead BID is a newly established Business Improvement District commencing 1 January 2026, representing c230+ levy-paying businesses within a total of over 300 businesses in the town centre BID area. The BID will deliver a five-year business plan focused on improving the trading environment, increasing footfall, enhancing the visitor experience, strengthening business engagement, and supporting town centre vitality.

This is a rare opportunity play a pivotal role in shaping the future brand and visual identity of Leatherhead town centre, at the start of the new BID.

You can read more about the Leatherhead BID at www.leatherheadbid.co.uk

3. Brief

Please provide a quotation to provide informative, innovative and engaging digital marketing strategy and creative content for the Leatherhead BID that will drive engagement, capture attention and followers, and be instrumental in raising the profile of Leatherhead as a destination for residents, shoppers, visitors, employees, businesses and investors.

It is important to consider other digital marketing and communications currently being used in Leatherhead and how the BID can have its own distinct identity and voice, yet effectively reflecting the location.

4. Specifications

- Develop a Communication Framework/Strategy - both consumer and business focussed
- Create a digital presence for Leatherhead on key social media platforms including Instagram, Facebook, TikTok (consumer) and LinkedIn (business). The look and feel and tone of voice will co-ordinate with, and complement the visual identity and brand guidelines being developed, and the new website being commissioned
- Scheduled posts - per week/month
- Campaign posts – online campaigns to tie in with paid-for marketing activity
- Seasonal posts - events, festivals and special occasions
- Reactive posts - issues that impact the BID businesses or consumers, for example, road closure, construction, flooding, power cuts etc
- Advise the BID board on commissioning impactful imagery - photos and video creation and compilation
- Analytics and regular reports on the above

Deadline for submissions is **midday Wednesday 18 February 2026.**

Responses

If you would like to quote for this contract, please include the following evaluation criteria:

- An overview of your company and your approach to this project
- Include examples of any relevant experience which highlight your suitability for this contract and provide at least 2 recent and relevant case studies
- The time you have allocated to this project and when you can start
- A full breakdown of costs to deliver this project - we welcome your expert advice on delivering an effective engagement strategy and digital programme
- Additionality, what can you offer in addition to the above brief that will add value to the project, especially in relation to working for a not-for-profit organisation

Please confirm when you would be able to start the project, and specify your time to deliver this contract in your response. This project contract will be regularly reviewed as the BID programme develops.

Applicants are welcome to quote for this brief only, or this and other parts of this supplier procurement across branding and visual identity, website development, and digital marketing and communications.

Shortlisted applicants will be invited to meet Leatherhead BID board representatives for an interview and presentation.

Contact

To submit your quotation or if you have any questions, please email the BID consultants:

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